

ORDER



Orders
Order / Rev: 715921
Alt Order #: 06332236
Product Desc: CRAVAAK FOR CONGRESS
Estimate: C13C16
Flight Dates: 10/12/12 - 10/16/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Cravaack/ NRC/ R/ Congress
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	9	\$10,325.00	\$8,776.25
10/15/12	10/21/12	7	\$7,425.00	\$6,311.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$17,750.00	\$15,087.50	0.00
Totals	16	\$17,750.00	\$15,087.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$575.00		0.00			
5	KARE	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$600.00		0.00			
19	KARE	10/12/12	10/12/12	M-F 1-2p Rachel Ray	CM	1P-2P	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$100.00		0.00			
20	KARE	10/12/12	10/12/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$1,500.00		0.00			
21	KARE	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$500.00		0.00			
22	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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 Estimate: C13C16

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$650.00		0.00			
N23	KARE	10/14/12	10/14/12	NBC Nightly News NBC Nightly News	CM	530-6P	-----S	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$3,150.00		0.00			
24	KARE	10/12/12	10/12/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	1	\$2,025.00	P-4	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$2,025.00		0.00			
25	KARE	10/15/12	10/15/12	M-F 1-2p Rachel Ray	CM	1P-2P	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$150.00		0.00			
26	KARE	10/15/12	10/15/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,200.00		0.00			
27	KARE	10/15/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$1,200.00		0.00			
28	KARE	10/15/12	10/15/12	NBC Nightly News NBC Nightly News	CM	530-6P	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,000.00		0.00			
29	KARE	10/15/12	10/15/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$700.00		0.00			
30	KARE	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2				\$1,000.00		0.00			
31	KARE	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	230-6P	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$400.00		0.00			
Totals													16	\$17,750.00	